

Assembly Joint Resolution No. 39

Adopted in Assembly August 20, 2012

Chief Clerk of the Assembly

Adopted in Senate August 16, 2012

Secretary of the Senate

This resolution was received by the Secretary of State this
_____ day of _____, 2012, at _____
o'clock ____M.

Deputy Secretary of State

RESOLUTION CHAPTER _____

Assembly Joint Resolution No. 39—Relative to California seafood.

LEGISLATIVE COUNSEL'S DIGEST

AJR 39, Chesbro. California seafood.

This measure would express the Legislature's support of the use of a portion of federally generated seafood product import revenues for the domestic marketing and promotion of California fish and seafood.

WHEREAS, California fish and seafood products face ever-increasing domestic competition from imported seafood products, with more than 80 percent of the total fish and seafood consumed annually in the United States currently originating from foreign countries; and

WHEREAS, Effective domestic marketing of California seafood in the face of aggressive competition from foreign products requires innovative and consistent promotion to highlight the high quality, seasonal abundance, and sustainability of California seafood; and

WHEREAS, The California fishing and seafood industry has paid for promotional activities to provide the greatest return on the investments made by fishing associations and councils; and

WHEREAS, Despite the money raised within the California fishing and seafood industry, promotional activities are limited and underfunded; and

WHEREAS, Annual funding for domestic production of California seafood is not sufficient to effectively develop the thriving markets that sustainable California seafood products merit, especially when confronted with nationally supported promotional programs aimed at United States consumers by key rival producer countries; and

WHEREAS, There is not a federally funded national seafood marketing fund available for the domestic marketing of American seafood; and

WHEREAS, The federal government collects approximately \$400,000,000 annually through customs laws regulating the

importation of seafood products, many of which compete with California's seafood products; and

WHEREAS, Revenue from antidumping and countervailing duties on imported fish and fish products collected by the United States government total hundreds of millions of dollars annually; and

WHEREAS, Funds collected from the importation of seafood products are not available for the domestic marketing of American seafood; and

WHEREAS, Using a portion of the revenue collected on the importation of foreign seafood products to promote American seafood and sustainable fishing practices to domestic consumers will expand consumer appreciation of domestic fisheries, secure and improve competition for American fisheries and seafood processing jobs, create robust and enduring domestic markets, attract investors from all sectors of the economy, and greatly enhance the nutritional value of American diets; now, therefore, be it

Resolved by the Assembly and the Senate of the State of California, jointly, That the Legislature supports the use of a portion of federally generated seafood product import revenues for the domestic marketing and promotion of California fish and seafood; and be it further

Resolved, That the Chief Clerk of the Assembly transmit copies of this resolution to the President and Vice President of the United States, to the Speaker of the House of Representatives, to the President pro Tempore of the United States, and to each Senator and Representative from California in the Congress of the United States.

Attest:

Secretary of State